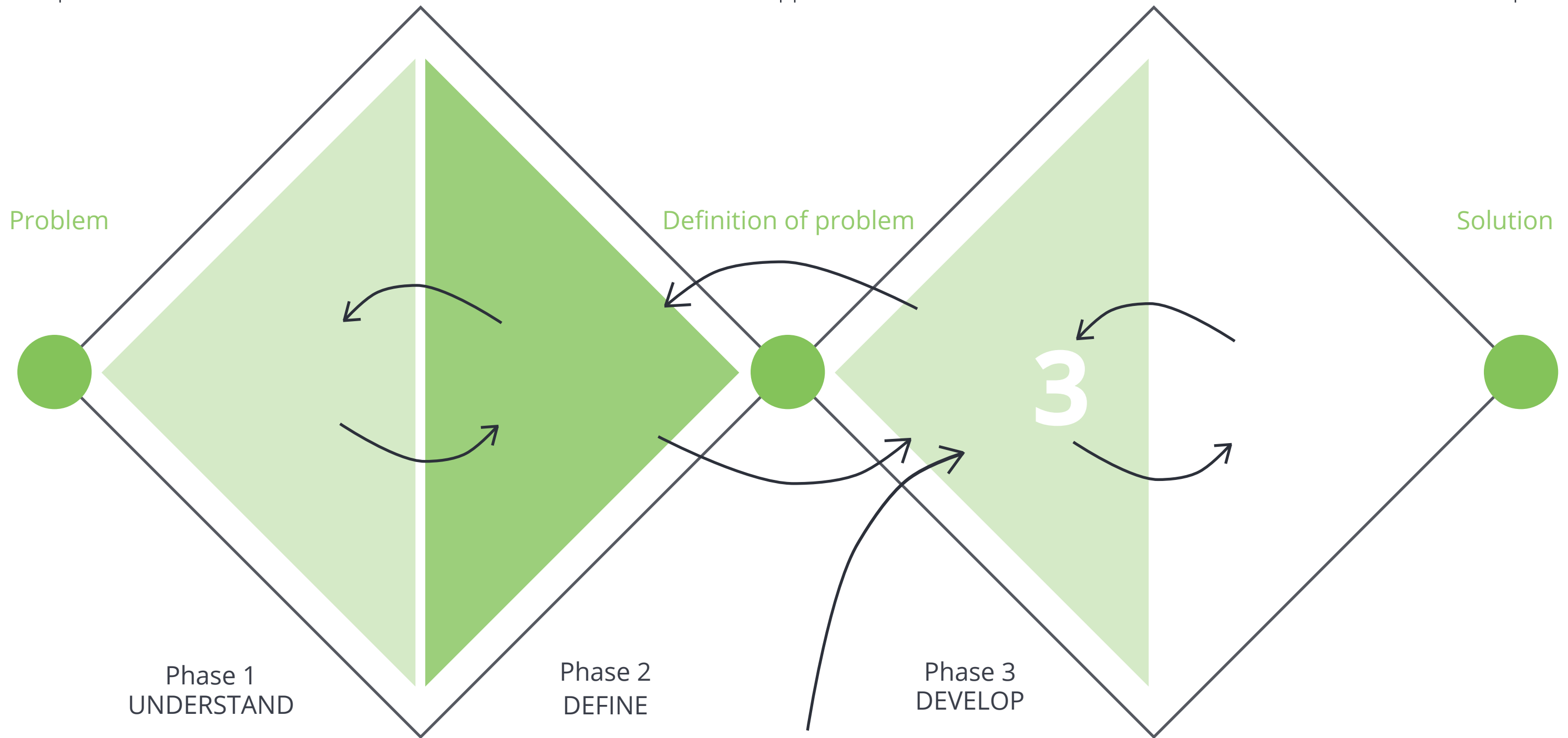


THE DOUBLE DIAMOND PROCESS

UX DESIGN

ASK, LISTEN, SORT

CREATE, TEST, DESIGN



Problem

Definition of problem

Solution

Phase 1
UNDERSTAND

Phase 2
DEFINE

Phase 3
DEVELOP

Brainstorming
Ideation
Workshops
Fast Prototyping